

[Date]

[Licensee Name]

[Agent for Licensee, if applicable]

[Licensee Address]

Green Bay, WI [ZIP]

Dear [Licensee, or Agent]:

Thank you for your interest in obtaining an alcohol license from the City of Green Bay. Running a tavern or restaurant can be very rewarding, but it also poses unique challenges that are not present in other types of businesses. But you can succeed with the right preparation, plan and attitude. A big factor unique to alcohol licensing is the extra state and local regulations placed upon the business owner. The Police Department asks Licensees to provide a security plan and sign a License Stipulation to ensure that they understand the laws surrounding alcohol licenses and any unique rules that apply to their specific business.

You will find attached a copy of the security plan developed by you and your community police officer. Please read it carefully and sign the final page if it accurately represents your policies, procedures, and goals in running your business. You will also find attached a copy of the License Stipulation which sets forth more requirements which are specific to your business. The License Stipulation is a legally binding document which lays out certain duties and restrictions that are particular to your business, and it must be signed by you and your community police officer.

Sincerely,

James Mueller
Assistant City Attorney

SECURITY PLAN

The following security plan represents the Licensee's anticipated operations and procedures. It is a collection of guidelines that are not legally binding on the Licensee, but are intended to give the police department, the Green Bay Common Council and the public a good picture of what the Licensee believes his or her business will look like and how it will operate. While the Licensee will not receive any citations for deviating from this security plan, it is a good idea to follow these guidelines because the Council may consider during renewal time how closely you follow your plan. If you deviate too far from your security plan and fail to update it at renewal time, it could adversely affect your license status.

GENERAL

Licensee Name: [Licensee name]
Agent's Name: [enter agent's name or "N/A"]

Business Address: [address]
Green Bay, WI [ZIP]

Address to Accept Legal Documents: [address]
[city], WI [ZIP]

License Type: [Class "B" (Beer) or "Class B" Combination (Beer & Liquor)]

PREMISES

Building Owned or Leased: [Leased or Owned]

Landlord name and address: [Landlord name or "N/A"]
[Landlord address]
[Landlord city], [landlord state] [landlord ZIP]

Building Capacity: [enter capacity, determined by fire code]

Parking Capacity/Availability: [enter if private parking lot included in business or if public parking is used; if private, include size, number of spots and location in relation to building; if public, include how Licensee intends to monitor patrons as they leave premises]

Anticipated Building Improvements: [if owner or occupant intend to make any changes to building, enter them here... outdoor areas or additional levels, etc.]

INTERNAL OPERATIONS

Brow County Tavern League: [enter whether a member and whether serving in any further capacity]

Manager, if any: [manager name]
[manager phone number]

Bar Staff Information: [number of staff on hand at certain times of operation; prior staff experience; how many bartenders/bar staff/etc. on during peak hours; staff training; whether requiring NWTC training course or operator's license for all or just some staff; other training focused on catching U/A persons, identifying intoxicated persons, etc.]

Security Staff Information: [number of staff on hand at certain times of operation; prior staff experience; how many bouncers/etc. on during peak hours; staff training; whether attending Professional Communications course offered by PD; other training focused on catching U/A persons, identifying intoxicated persons, etc.]

EXTERNAL OPERATIONS

Hours of Operation: [enter weekly hours]

Atmosphere: [describe what type of music, food, entertainment, amusement devices, and clientele Licensee will promote or focus on]

Dress Code: [describe dress code, and restrictions on access for those who violate dress code, plan on how to handle anyone who argues about dress code]

Food Service: [if Licensee plans to serve food, what type and what is the expected percentage of total gross sales will come from food]

COMMUNITY IMPACT

Neighborhood: [how will this business may impact the neighbors and how does Licensee intend to reduce any negative impact which may result]

Police Services: [how will this business may impact police services and how does Licensee intend to reduce any negative impact which may result]

Compliance with Laws: [how will this business will ensure compliance with city ordinances , state statutes and state administrative code]

By signing below, I agree that the security plan set forth above accurately represents my policies, procedures, and goals in running my business.

Licensee: _____

Date: _____

LICENSE STIPULATION

In consideration for receiving an alcohol license from the City, the Licensee agrees to the following license stipulation and all terms and conditions contained therein.

- I. DEFINITIONS. The following words used in this stipulation shall have the corresponding meanings:
 - a. "City" means City of Green Bay
 - b. "ID" means a government-issued identification card that is presented to a licensee as a way of providing evidence of the age of the person presenting the card..
 - c. "Licensee" means [enter Licensee's name], and to the extent allowed by law shall impose the same duties and restrictions on the agent of the Licensee, if applicable.
 - d. "Premises" means the area identified on the licensee's application where the service, consumption and storage of alcohol is allowed.
- II. RESTRICTIONS ON USE OF LICENSE
 - a. Licensee shall not offer, sell, promote for sale, or give away an unlimited number of alcohol beverages for a fixed price during a set period of time.
 - b. Licensee shall not offer, sell, or give away any alcohol beverages to any known habitual drunkard noted on the "No Serve List."
- III. DUTIES IMPOSED UPON LICENSEE
 - a. Licensee shall utilize a functioning ID scanning device that checks each ID of each person entering the Premises and records the time and date each time an ID is scanned.
 - b. Licensee shall record video evidence of all activities taking place on the Premises and any unlicensed areas under the licensee's control using a functioning camera security system
 - c. Video evidence recorded by a camera security system shall be stored for at least 14 days.
 - d. If a Green Bay Police Officer demands a copy of video evidence of activities that took place within 14 days of the date of request, Licensee shall provide the requested video evidence of the date and time range requested in a readily viewable format to the Officer, or his or her designee, within 5 business days after the request is served or mailed.
 - e. Licensee shall not have amplified music outdoors.
 - f. Licensee shall ensure any exterior area under the licensee's control is illuminated.
 - g. Licensee shall accept personal service by mail, for any citations issued to the Licensee.

By signing below, the City agrees to issue a license to Licensee in consideration for the Licensee abiding by the above terms and conditions throughout the licensure period. By signing below, the Licensee agrees to comply with any provision set forth in this stipulation pursuant to § 33.08(10), Green Bay Municipal Code.

Licensee: _____

Date: _____

City: _____

Date: _____